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WHY ARE POT-GROWN STRAWBERRY PLANTS BETTER TO BUY?

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Strong, fibrous rooted strawberry plants developed in individual pots ready for transplanting into your garden.

Lovett's Nursery

Little Silver, N.J.

Successful Strawberry Gardens

Strawberry plants are not difficult to grow; they adapt themselves readily to a great variety of soils and climates. Small wild sorts are found near the Arctic Circle, and Strawberry growing in Alaska is on a large commercial scale. In the temperate zone they do well in any good substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

Pot-Grown Strawberries Best for the Home Garden

The illustration on page 1 shows why Lovett's Pot-grown Strawberry plants thrive and produce such wonderful crops. The heat and dry weather of late Summer ordinarily retard the growth of struggling field grown layer plants. Lovett's Pot-grown plants are practical for home culture, developed in their own soil, under correct growing conditions—the extensive and fibrous root growth has been long established so that the plants suffer no setback when transplanted and are able to withstand the most severe conditions and produce enormous crops quickly.

Now It's Easier than Ever to Grow Strawberries

Years of experimenting have convinced growers that Pot-grown Strawberry plants can be depended upon to produce larger crops of larger berries than field-grown layer plants.

By exercising care in the selection of varieties, provision may be made for fresh Strawberries from early Summer until late Fall. For the home garden at least three varieties should be planted—one of which should be an early sort, another a midseason sort, and one a late fruiting variety. A dozen or more plants of each variety should be planted to judge the merits of each sort.

For a continuous supply of fruit throughout the season, we especially recommend our **Home Garden Collection**—offered on page 9.

Fall or Everbearing Varieties

This class of Strawberries, if planted reasonably early in the season, can be depended upon to produce fruit during the Fall months of the same year. You will find our **Special Everbearing Collections** (see page 10) very attractive.

When to Plant

For best results pot-grown plants should be planted from July 20th to October 1st, preferably by September 1st.

How to Plant

Upon arrival of the plants, unpack at once and place them in a shady spot, then sprinkle them lightly with water; as evening approaches, take them where the ground is prepared and just before planting, dip each root ball in a pail of water.

Preparation of Soil

The bed should be dug and thoroughly cultivated to a depth of 12 to 14 inches. Incorporate with the soil rotted leaves or well rotted manure of any kind. Fresh manure should be avoided because it usually holds grub worms. After cultivating, scatter bonemeal at the rate of 100 lbs. to each bed 15x50 feet, raking it well into the surface.

In the home garden plants may be set in rows 2 feet apart with the plants 1 foot apart in the row. As the Midsummer sun is very hot, it is well to shade the plants in some manner during the hottest part of the day for the first two or three days after planting. The plants, however, should get a minimum of six hours of sunshine each day, and this should be kept in mind when locating the beds.

Care Required for Best Results

As all gardeners know, the most important rule for success is to keep out weeds. Go over the bed once a week with a good, sharp hoe which will not only cut out the weeds, but will also loosen the soil, preserve the moisture and stimulate growth. When freezing weather comes on in the Fall, the plants should be mulched with coarse manure. Care should be taken that a light covering only be applied and should never consist of wet or otherwise heavy material.

Facts Our Customers Should Know

Shipments should be made by express, or in small lots by parcel post—never by freight.

Prices in this circular include packing and delivery to forwarding agents; our control ceases there, and our responsibility also.

Orders of less amounts than $1.00 cannot be accepted.

Payments should be made in advance, though we will ship C.O.D. if 25% of total of the order is forwarded with the order.

Please send us your orders as early in the season as possible, so that we may fill them in a way that will be most satisfactory to you.

Chesapeake—See page 4

JUNE-BEARING STRAWBERRIES

Pot-grown Plants, $1.00 per dozen, $6.00 per 100, except where noted

Add 10 per cent to your remittance if shipment is desired by parcel post

On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10% from our 100 rate

BARRYMORE. Midseason to late. Large berries, rich, dark crimson in color and bluntly conical in shape, with deep red, firm, delicious flesh.

BIG LATE. Very late. A dependable producer of large, shapely berries, which are deep, glossy red, with prominent yellow seeds. Flavor is simply delicious, and berries are firm enough for successful shipping, and keep very well.

Pot-grown Plants . . . . . $1.25 per dozen, $8.00 per 100

BLAKEMORE. Early. Originated by the U. S. Department of Agriculture. Berries are bright, light red in color, firm flesh, solid center, with excellent flavor. Reputed to be a week to 10 days earlier than Premier; berries are much firmer than Premier, and the variety has proven superior as a market sort.

BRANDYWINE. Late. Large, globular; dark red through and through. Possesses a sprightly flavor which is unsurpassed for home use, canning, or market purposes. Firm and very productive, thriving best on light, sandy soil.

Brandywine

BUN SPECIAL. Early to midseason. We are confident that this variety when better known, will surpass Dunlap in popularity. It is equally good for the commercial market, for canning, or for table use. Yields heavily an amazing supply of large berries, which are nearly unequaled in quality.

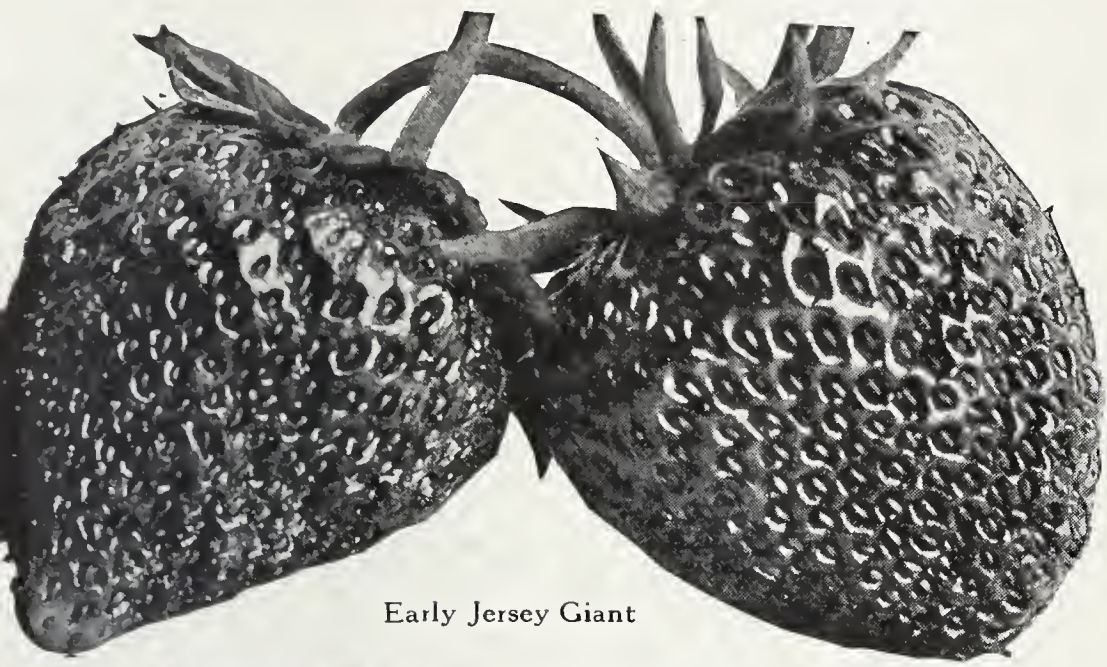
CHESAPEAKE. Late. Probably the best, certainly the most popular, of the late berries. And why not? The individual berries are large in size, uniformly excellent in shape, and a bright red, with no unsightly green tips. The flavor is simply delicious, either raw or canned, and, for a large berry, the flesh is unusually firm. The healthy foliage of this plant is very nearly frostproof. On fairly rich, loamy soil, with a bit of care this variety cannot fail to satisfy.

Pot-grown Plants . . . . . $1.25 per dozen, $8.00 per 100

Pot-grown Plants, $1.00 per dozen, $6.00 per 100, except where noted

COOPER. Early to Midseason. Produces some of the largest Strawberries of any variety and succeeds on all soils, with a flavor reminiscent of the wild Strawberry. Red clear through; no green tips.

DUNLAP (SENATOR DUNLAP). Early to midseason. The most popular Strawberry in our country, since it has made thousands of dollars for its growers. Known everywhere for its large, firm berries, borne in great profusion, with little or no care needed. Berries are bright red, of excellent flavor, and are produced successfully over a wider range of soils and climate than are any other Strawberry.



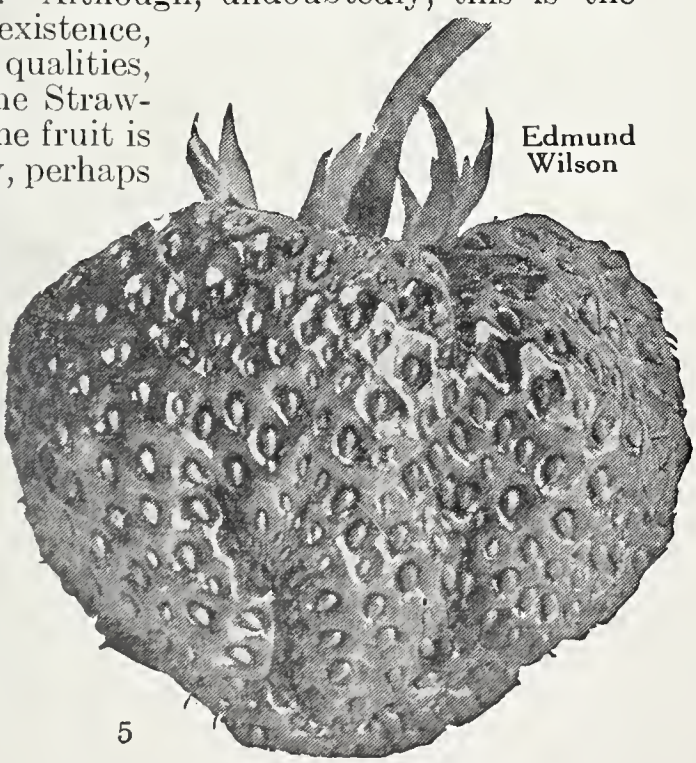
Early Jersey Giant

EARLY JERSEY GIANT. Very early. Without question the earliest fruiting variety, outclassing all others in size, attractive color and superb flavor. Unlike other early varieties this berry is of unusual size, by far the largest, and is of brilliant scarlet crimson color. They are extraordinarily rich in aroma and of delicious flavor. The plants are strong growers, with an unusually heavy yield of berries. One of Dr. Van Fleet's famous hybrids.

Pot-grown Plants . . . . . **$1.25 per dozen, $8.00 per 100**

EDMUND WILSON. Midseason. Another of Dr. Van Fleet's Hybrid Strawberries. Although, undoubtedly, this is the largest Strawberry in existence, none of the other qualities, that go to make a fine Strawberry are lacking. The fruit is of exceptional quality, perhaps not so firm as some other varieties, but it is unexcelled for the home garden and home consumption. The blunt, heart-shaped berries are of dark color, extremely juicy and of superb flavor. Plants exceptionally large and vigorous.

Pot-grown Plants
$1.50 per dozen,
$10.00 per 100



Edmund Wilson

Pot-grown Plants, $1.00 per dozen, $6.00 per 100, except where noted

GANDY. Late. One of our own introductions of many years ago, which has met with a surprising success as a late berry. It is unsurpassed as a market sort, since it combines firmness with attractiveness. Fruit is extremely large, of perfect shape, and very uniform. The bright green caps add materially to its appeal. It succeeds best on heavy soil.

GLEN MARY. Midseason. An old standard variety which is familiar to most Northern growers. On light, sandy soil Glen Mary is unequaled in productiveness, and the fruit borne is large and firm. These berries are of irregular shape, but their quality is among the best. Should be planted near a good pollenizer such as Joe.

HOWARD 17. Same as **Premier.**

HUNDRED DOLLAR. Midseason. A nation-wide success, with its tremendous crop; simply myriads of light scarlet berries.

Hundred Dollar

LUPTON. Midseason to Late. Lupton is quite a bit like the Gandy, but much more productive, and five or six days earlier. It is a great commercial berry, certainly one of the most popular in New Jersey. It is one of the most beautiful of all berries, being large and of perfect shape. Its firmness renders it valuable for distant shipment, and this, added to its attractiveness gives it a leading place among market berries.

Joe

JOE (BIG JOE). Medium Late. For over 20 years, Joe has been the leading medium late berry in the eastern portion of our country. It is of good color and flavor, and succeeds upon all soils. Joe is the leading eastern berry of its period, both for market and home consumption. A good looking, good tasting, healthy Strawberry.

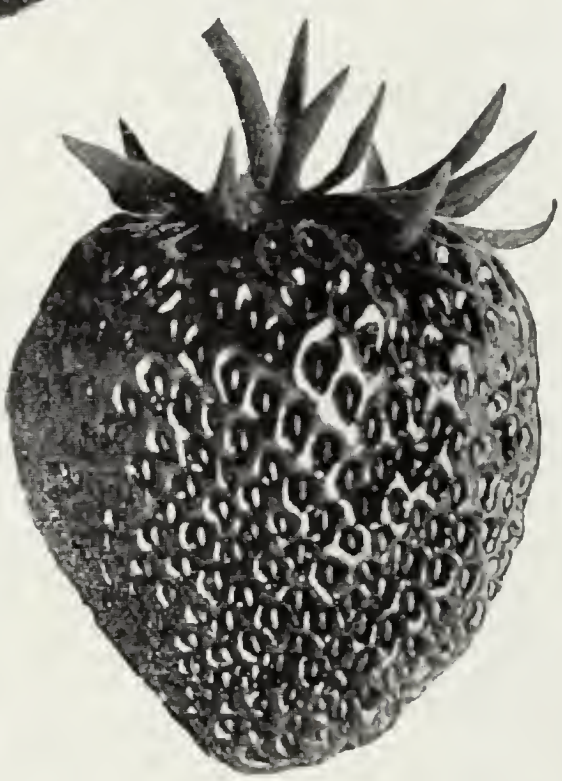
Pot-grown Plants, $1.00 per dozen, $6.00 per 100, except where noted

McKinley

MARSHALL. Midseason. An aristocrat which has taken many prizes, and which, given a bit of care, will produce the very acme of berry perfection. Berries are very large, dark, glossy crimson, and of the finest flavor.

McKINLEY. Midseason. A good berry for the home garden, being handsome in appearance and juicy and delicious in flavor.

NEW YORK. Midseason. No berry is sweeter than this delightfully non-acid variety, which sweetens even before it ripens. The fruit is extremely large and well colored, and the plants are healthy and productive, succeeding on very poor soil. An all-around berry which has given satisfaction wherever it has been sampled.



New York

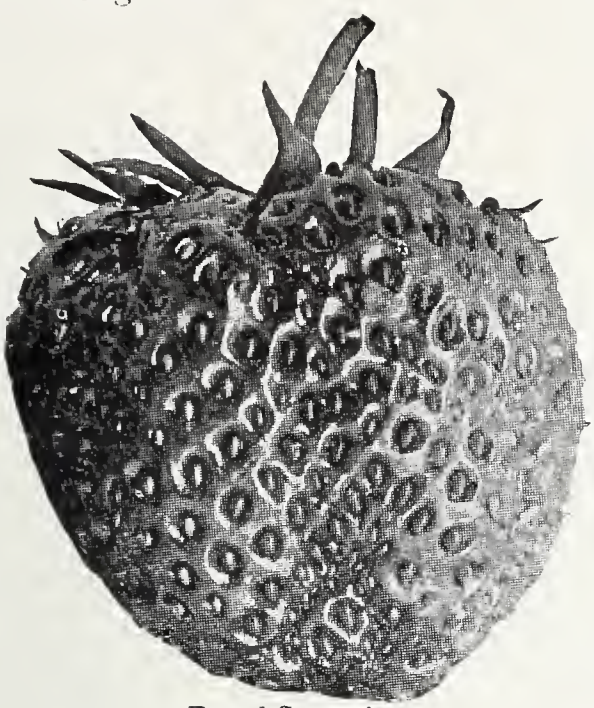
Premier. See page 8.

NEW WASHINGTON. Late. This newcomer has the best flavor of any late Strawberry which we have tasted and is unsurpassed in vigor, size, color, and sweetness. Each plant bears in profusion rich, shining, deep, dark red fruit, which is firm enough to ship and keep well. You will certainly want to sample some of these sugar sweet berries and once they are tasted, we know that you will come back for many more.

Pot-grown Plants, $1.25 per dozen, $8.00 per 100

Pot-grown Plants, $1.00 per dozen, $6.00 per 100, except where noted

PREMIER. The best early strawberry, possessing absolutely no weaknesses or faults. It is an immensely prolific producer of large, perfect berries, over an extra long bearing period. These berries are of the finest quality, color, texture, and flavor. Premier is very nearly frostproof, and its berries are firm enough to stand distant shipment. It is the most profitable early variety, producing as many as 16,000 quarts of berries an acre during its season. It has been justly popular for a long time.

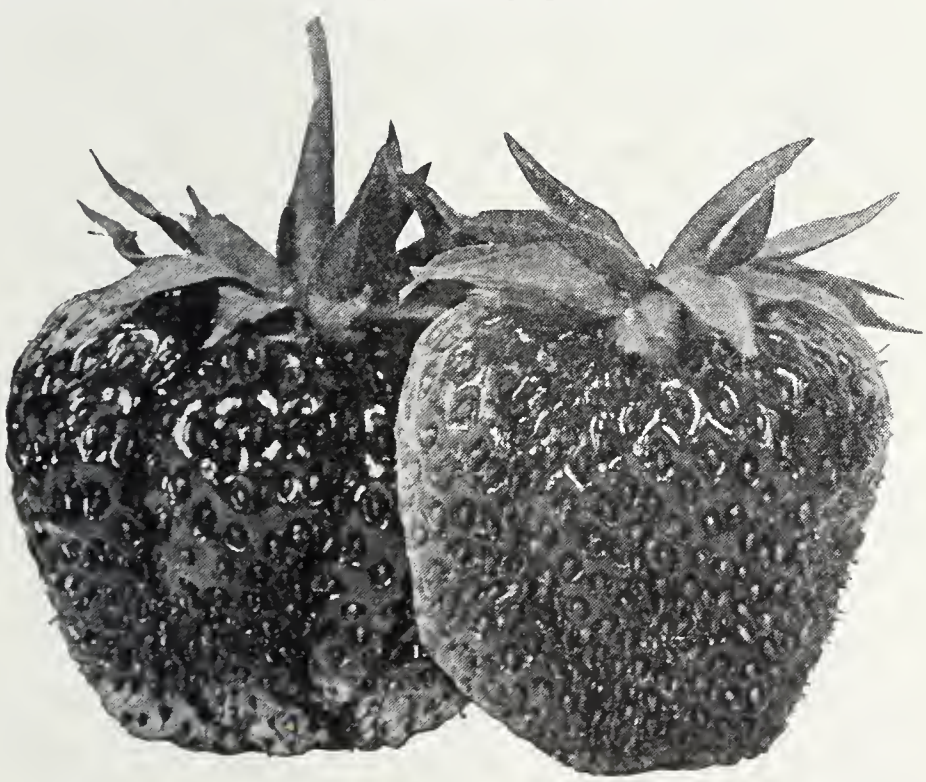


Royal Sovereign

ROYAL SOVEREIGN. Early to Midseason. Genuine plants of this imported variety are very scarce, but we are fortunate in having a splendid supply of them. It is the **best of all sorts for forcing under glass in the Winter,** and is successful as a June bearer, if given a bit of care.

Pot-grown Plants . . . . . **$1.50 per dozen, $10.00 per 100**

SHARPLESS. Late. An old favorite, with large berries of high quality. A strong, healthy grower.



Success—See page 9

Pot-grown Plants, $1.00 per dozen, $6.00 per 100, except where noted

STANLEY'S EARLY. An extra early variety, producing a tremendous amount of fruit. Berries are large, dark red, perfectly formed, sugar sweet, and of the finest quality for either market or home use.

SUCCESS. Early. An old favorite, with wonderful yields of berries, a mass of light, bright scarlet. Excellent for the home garden.

WM. BELT. Midseason to Late. This old favorite is the standard for quality, with its large, irregular berries, a bright handsome red in color. Very productive and unsurpassed for home consumption or local markets.

William Belt

LOVETT'S HOME GARDEN COLLECTION

This carefully selected list of strong, pot-grown plants will bear you delicious fruit through late Spring, Summer and Fall.

Early Jersey Giant. Our best early.

New York. A prize winning midseason.

Lupton. Very best late season.

Mastodon (Everbearing). Will challenge them all.

12 plants of each variety **$5.00**
25 plants of each variety **8.50**
50 plants of each variety **15.00**

Express paid or postpaid to all points east of the Mississippi

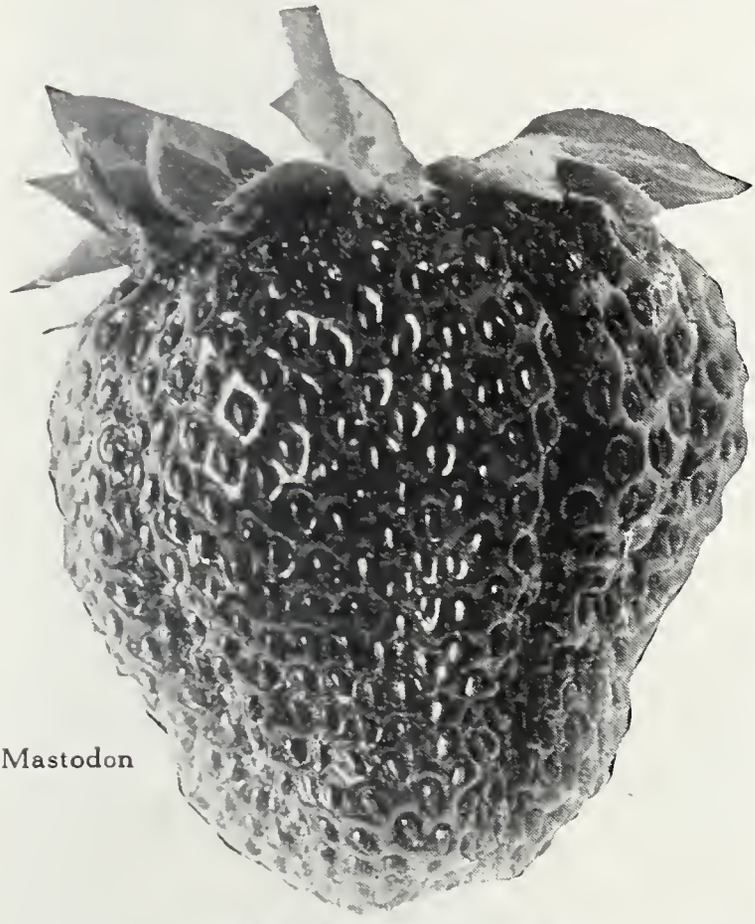
EVERBEARING STRAWBERRIES

BERRI SUPREME. This new everbearer has fruited with us successfully for two years, and is the only berry of which we have any knowledge that bids fair to supersedeMastodon as the King of Everbearers. Plants of Berri Supreme bear large, smooth, regularly shaped berries of a fine red in color, ripening evenly, all over at the same time. It is of fine flavor, has a skin sufficiently tough for long shipment, and yields prolifically enough to make it a good market variety. Be the first in your neighborhood to sample these splendid Strawberries.

Pot-grown Plants . . . . . **$2.50 per dozen, $15.00 per 100**

CHAMPION. Same as **Progressive.**

MASTODON. This sensational Everbearer, with its large, delicious, berries has taken the country by storm, from coast to coast. It is the most productive of all everbearers, with a June crop that challenges most of the contemporary varieties and a Fall crop that extends into December. The fruit is not only huge, but remarkably attractive with its deep red color, and the plants are rugged and sturdy, sure of production. Unlike a good many large berries, Mastodon is firm in texture and may be shipped a great distance. There is little wonder that it is the Strawberry of today.



Mastodon

Pot-grown Plants $2.00 per dozen, $12.00 per 100

PROGRESSIVE (CHAMPION). Oldest of the successful Everbearers. Shapely, dark red berries of great vigor and hardiness, borne in profusion from early June until late Fall. Hardy and delicious, tolerating more neglect than any other variety. Best in the home garden, being too soft for distant shipments.

Pot-grown Plants . . . . . **$1.25 per dozen, $8.00 per 100**

SPECIAL EVERBEARING COLLECTIONS
STRONG POT-GROWN PLANTS

COLLECTION No. 1

		Value
12	**Berri Supreme**	$2.50
12	**Mastodon**	2.00
12	**Progressive**	1.25
		$5.75

All 36 plants, $5.00

COLLECTION No. 2

		Value
25	**Berri Supreme**	$5.25
25	**Mastodon**	4.20
25	**Progressive**	2.60
		$12.05

All 75 plants, $9.50

Express paid or post paid to all points east of the Mississippi